

Reciprocity: Rapidly Scaling with Revenue Driven Marketing



Reciprocity is a provider of industry-leading risk and compliance software for information security. Their market is exploding, which puts pressure on scalability and performance across the company. But it fell squarely on Marketing's shoulders to generate a pipeline that could satisfy their aggressive revenue goals.

Challenges

Marketing couldn't scale fast enough to keep pace with increasing revenue goals. Worse yet, they didn't have visibility into future pipeline performance, which left them at risk of discovering shortfalls when it was too late to fill the gaps. Finally, their data lacked the granular details to enable segment- and buyer persona-level targeting.

“We needed to know which channels to invest in, which programs to run, and which events to sponsor – all at the segment and persona levels. And then we needed to scale those efforts so we could directly impact revenue growth.”

— Ben Lack, Reciprocity's director of business development and marketing

- **Difficulty in scaling** Marketing to meet revenue goals.
- **Limited insights** into Marketing's pipeline performance.
- **Lack of ability to target** by business segment and buyer persona.
- **Data quality** issues.

Solution

Fortella provides Reciprocity with the data insights and pipeline visibility to enable more effective marketing actions resulting in more revenue-driven outcomes. More accurate targeting and focused engagement results in higher conversion rates and improved marketing performance. And, by connecting everything to resulting revenue, Marketing is able to allocate resources where they would get the best revenue return.

“Fortella gives us a better batting average because we're focused only on the prospects who can drive revenue. And, Fortella shows us how to engage with the people at those accounts so we're not wasting time or money on programs that aren't leading to revenue.”

— Ben Lack, Reciprocity's director of business development and marketing

- **More effective targeting** by segments, buying groups, personas, and industries.
- **Pipeline-driven focus** highlights gaps earlier for more reaction time to meet future goals.
- **Faster identification** of marketing qualified accounts (MQAs) that are ready for sales outreach.
- **Cleaner data** for better overall results.

Results

Easily track Marketing's impact on pipeline, today and into future quarters.

Actionable recommendations on targets and activities to achieve best revenue outcomes.

Better insights into performance by business segments and buyer personas.

Improved data quality for more accurate and effective targeting.

“Fortella gives us fast insights so we know where to best focus our budget and people, always with an eye on revenue.”

— Ben Lack, Reciprocity's director of business development and marketing